

**Picture a computer under \$1000
that runs over 1000 of the best programs
written for the IBM PC.**

Now picture this.

It's a very remarkable computer.

Not just for its advanced features, which are many, but for its surprisingly low cost.

This PCjr has 128KB of user memory — twice that of its most popular competitor. And can be expanded to a full 512KB.

It has a built-in diskette drive — double-sided — which can store over twice as much information as most single-sided drives.

It has an advanced 16-bit processor that can compute circles around the ordinary 8-bit kind.

Plus a new typewriter-style keyboard.

With these powerful features, PCjr can run over a thousand of the up-to-date programs that run on the IBM PC. And plug-in cartridge programs as well.

But that's only part of the picture. PCjr has been designed for the future, with a modular construction that's wide open for expansion.

All this in a computer that weighs a sprightly 10 pounds.*

Takes up just a little over a square foot of desk space.

Is simple to use.

And costs less than \$1000!*

Of course, none of this should come as too big a surprise. IBM has always worked to push the power of computing up and the price of computing down.

So if you've been wondering exactly what your computer dollar could buy these days, read on.

PCjr, from IBM.

It's a lot of computer for the money.



IBM QUALITY.

Backed by a one-year warranty.

FULL EXPANDABILITY.

Designed so you can add new capabilities whenever you're ready.

DOUBLE-SIDED DISKETTE

DRIVE. More than twice the information storage capacity of most other computers at PCjr's price.

CORDLESS KEYBOARD/

COMPUTER LINK. Lets you get comfortable while you work — no strings attached.

CARTRIDGE CAPABILITY.

Runs plug-in cartridge programs as well as programs on diskette.

128KB USER MEMORY.

Enough computing power to run over a thousand of the most current and useful programs.

NEW TYPEWRITER-STYLE

KEYBOARD. Adds a nice touch to business or home computing.

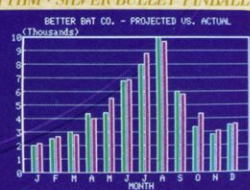
*Power pack and monitor not included.

**Prices apply at IBM Product Centers, monitor not included.

IBM PC^{jr}

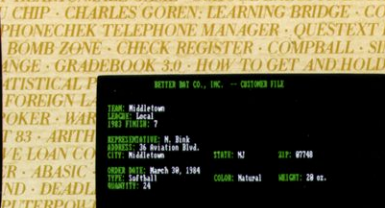


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[illegible]

Press ESC to go to menu

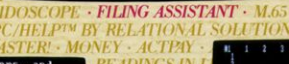
SIRIUS SOFTWARE, INC. • CAT-MAN • COMMODITY TRADING LIBRARIAN 100 • EZ DATA LABEL • FLIPPERBALL • GET TO KNOW C
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ANGMAN • IBM PCJR BASIC • KALEIDOSCOPE • FILING ASSISTANT • M.65 ASTROLOGICAL RESEARCH SYSTEM • MATH • MIXT
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MACRO ASSEMBLER • MATH BLASTER! • MONEY • ACTIPY •



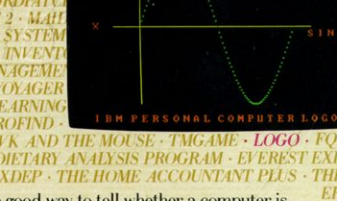
If a and b are positive integers, and
if $a + b = 9$, what is the least possi-
ble value of $(a + b)^2$?
A. 81
B. 100
C. 121
D. 144
E. 169
EXPLANATION
In order to find the least value for
 $a + b$, substitute the least possible
value for a. Remember, the least
possible value for the smaller of the
two (b) is 1, since a and b are posi-
tive integers.
 $10 - 1 = 9$
 $(10 + 1)^2 = 121$
Press any key for the next question



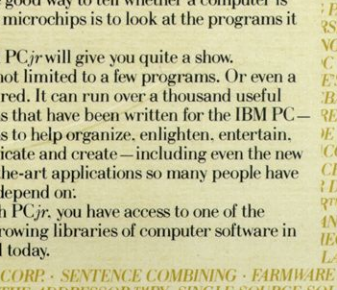
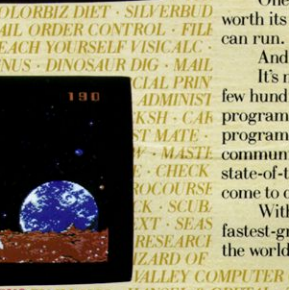
ET JR. • COMPUTER PREP FOR THE SAT™ BY HARCOET BRACE JOHNOVICH, INC. • INTERMEDIATE PC BASIC-EDU II • MATHE
S, INC. • THE COACH™ BY OPEN SYSTEMS, INC. • TIC TAC SHOV • VEGAS CRAP
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IX PERFORMANCE SYSTEMS • JLP MAILER • WORD SEARCH • MICROSURGEON • FARMWARE 7 FEEDER PIG ANALYST • HODGE
C • PRINT MATE 99 • SHARPEL • SPELLPACK • HOME AND BUSINESS • MATH SKILLS PAK • SPEEDREAD+ • THE CHAMBERS OF

Look under the hood.

It's what's inside that counts.
And it's what's inside PCjr that sets it apart
from all other computers in its price range.
Even its most popular competitor:

More processor for your money.

The centerpiece of any computer is its processor: the part that actually handles each piece of information.

Most computers at PCjr's price make do with an "8 bit" processor. But PCjr (like the IBM Personal Computer) is built around a "16 bit" processor.

Which is quite a bit better:

It can handle twice as much information—and utilize more memory—at any given moment. So it's capable of running programs that are more powerful. More sophisticated. And easier to use.

A difference you can see and hear.

You don't have to be a computer expert to appreciate the advantages of owning a PCjr.

Just open your eyes. PCjr can produce graphics in 16 striking colors, in greater detail than just about any computer of comparable cost.

And listen. Its vocabulary isn't limited to beeps and buzzes. In addition to a sound effects channel, PCjr has 3 separate channels for music.

Which means you can start off computing on a much happier note.

A story with two sides.

The PCjr Enhanced Model comes with a built-in slimline diskette drive. And you can easily add one to the PCjr Entry Model.

It's double-sided—meaning you can store up to 360KB of information, or over 180 double-spaced pages, on every diskette. That's more than twice what you can store with many similarly priced computers.

So you'll be using fewer diskettes when you compute with PCjr.

And fewer dollars, too.

A mind of its own.

Thanks to 64KB of permanent memory (ROM), PCjr does a lot without your even asking.

For example. Every time you turn it on, it checks to make sure all's well in the internal circuit department.

PCjr also automatically checks to see if any add-ons are plugged into its expansion ports, so the right information always goes to the right place.

The missing link.

Some computer keyboards link up with a curly cord. Others with a straight cord. But PCjr's keyboard?

It links up with an invisible cord. Like a remote control TV, it works with infrared light.

The advantage being that infrared light doesn't clutter a desktop. Or have to be rolled up and put away.

And it works from 5 feet, 10 feet, even farther away. Which means with PCjr, you can sit pretty much where you want to.

Not where you have to.

Cut the cards.

A lot of computers force you to deal with costly items called "interface cards." You have to buy them when you add certain options, like a color monitor or printer.

Not with PCjr.

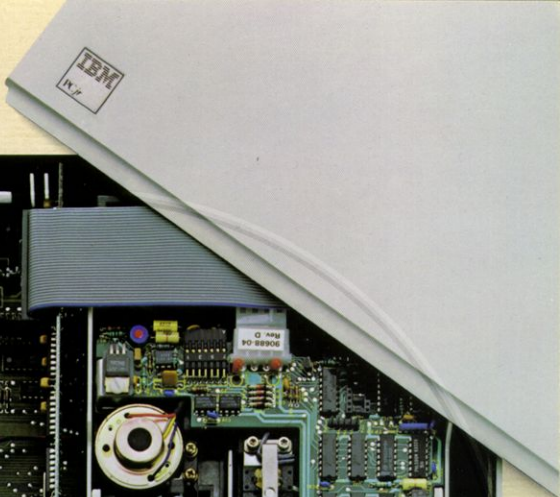
You can attach most any kind of display, from the family TV to a high-quality color monitor. Directly. Without a card. Because the technology is built right in.

Ditto for serial printers—both dot matrix and letter quality.

A plug for IBM.

Just below PCjr's diskette drive, you'll notice two slots. That's where you plug in cartridge programs.

Unlike a diskette program, a cartridge program doesn't take up any user memory—leaving more memory for a user to use.



Its loading time is zero.

And better still, it's immune to the most frustrating of events: accidental erasure.

Today, there are a variety of useful cartridge programs available for PCjr, for personal productivity, education and entertainment. And more are on the way.

A little help from our friends.

The day PCjr was announced, IBM told the whole world how it works. How it fits together. How new pieces can fit in, too.

The idea was that if other companies knew the inside story, they could go ahead and create add-on devices of their own.

Which is exactly what they've done.

That's why today you can see so many fascinating and useful options that attach to PCjr—from joysticks and mouses and modems to diskette drives and memory units and printers.

Any one of which you can add to even the lowest-priced PCjr.

So you really don't have to spend much to get started, and you can build a powerful system at your own pace.

See how it grows.

There's a big difference between a computer that accepts options and a computer that accepts the future.

PCjr does both.

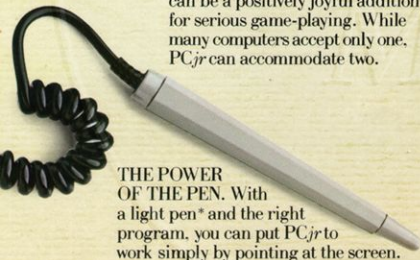
It was designed so you can add all kinds of capabilities. Even the ones that haven't been invented yet.

There are 13 ports for plug-in options — more than most any other computer at PCjr's price.

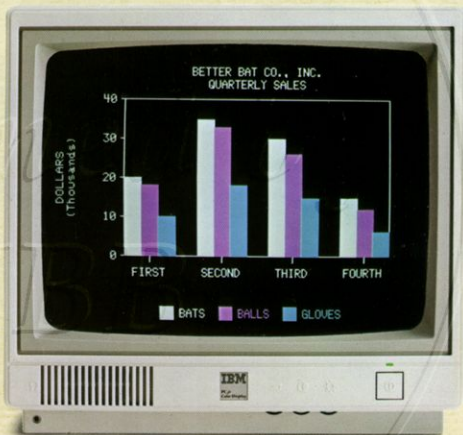
And because it's wide open for expansion by anyone, future enhancements for PCjr will be coming from all kinds of innovative companies. IBM included.



MAKE IT STICK. A joystick can be a positively joyful addition for serious game-playing. While many computers accept only one, PCjr can accommodate two.



THE POWER OF THE PEN. With a light pen* and the right program, you can put PCjr to work simply by pointing at the screen.



ENJOY THE VIEW. The PCjr Color Monitor is a superb way to look at PCjr's advanced color graphics. It even has a speaker so you can enjoy the multi-voice sound. But you can plug PCjr into most any kind of television or monitor you'd like.

GO UNDER COVER. At a featherweight 10 pounds, PCjr is more portable than most portables. This rugged case fits it to a T—keyboard, diskettes and all.



*Hardware and software products from non-IBM manufacturers are shown for illustration only. Please contact your dealer for information concerning the selection and use of these products. IBM makes no warranty, expressed or implied, about the operation of non-IBM products on the IBM PCjr.

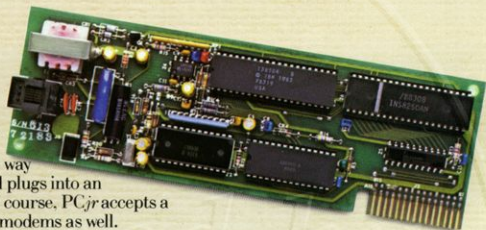


THE WAY TO PCjr'S HEART.

Via the side port, you can plug directly into PCjr's internal circuits. And add options like extra memory (up to a whopping 512KB), auxiliary power and an attachment that lets you share information with other IBM Personal Computers.

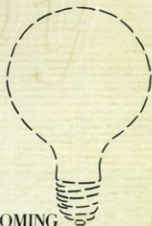
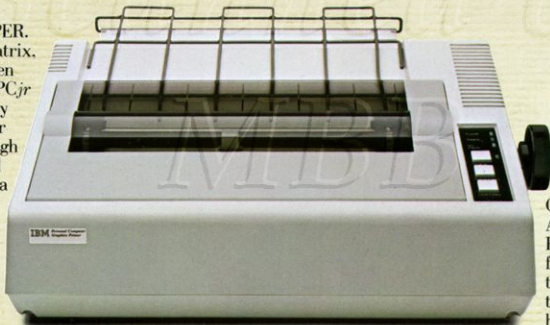
TELECOMMUNICATE.

IBM's PCjr modem installs inside, out of the way (no tools necessary), and plugs into an ordinary phone jack. Of course, PCjr accepts a wide variety of external modems as well.



PUT IT ON PAPER.

Thermal, dot matrix, letter quality, even color graphics. PCjr can run most any printer or plotter out there—through its built-in serial port or through a parallel printer attachment.



COMING

ATTRactions.

PCjr is wide open for future expansion—to all the companies that make computer hardware and software. So some of the most exciting ideas for PCjr are yet to come.

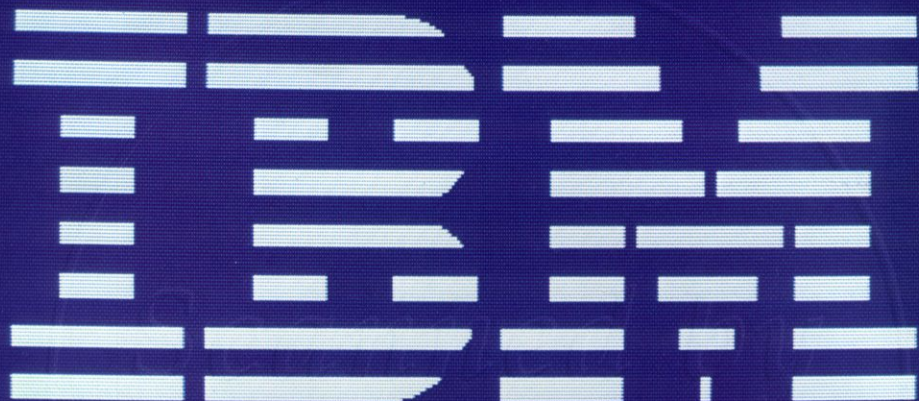


GO FOR A DRIVE. Add a first diskette drive to the PCjr Entry Model or an external second drive* to the Enhanced Model. You can even add a fixed disk* which can store up to 5,000 pages of information.

SAY CHEESE.

If it's mice you like, add one* to PCjr. It can make many helpful programs even easier to use.





MLBB



Why your first computer should be from IBM.

Buying a computer can be an exciting experience. But still, it's not something you want to do too often.

You expect your computer to last.

And expand when your needs do.

And accept new technology as it becomes available.

For all of these reasons, it makes good sense for your first computer to be from IBM.

An open-and-shut case for PCjr.

If you're concerned about future expansion, you *can* judge a computer by its cover.

If it opens and closes, the whole computer industry is free to add new options and capabilities.

If it's locked shut, no one has access. And what you see is about all you'll ever get.

PCjr, like the IBM Personal Computer, was designed with the future in mind. It's completely open for expansion. By IBM. By anyone.

So you can start with it and stay with it.

Four times the warranty.

One of PCjr's nicest pieces of standard equipment is something that comes on a piece of paper: Its warranty.

You get a full year's worth of coverage. All parts. All labor. That's four times the security you get with most personal computers at PCjr's price.

Person-to-person calls.

You also have the security of knowing you can always get answers to your questions.

Because with PCjr, answers are as close as your telephone. There's a toll-free help line to connect you directly to an IBM representative.

You can ask questions about setting up your computer; operating it or what software might help you best.

You can even call one of our people if you *haven't* made a purchase. And ask questions about how PCjr works, what it can do and can't do, or where you can try one out.

Dial 1-800-IBM-PCJR.

Following the family tradition.

IBM has a whole family of compatible personal computers, not just a few compatible models.

PCjr is a full-fledged, hardworking member of the family. As are the IBM PC, the PC/XT and the IBM *Portable* PC.

Once you know how to use one of them, you pretty much know how to use all of them. So if you should ever upgrade in the future, you can use the skills you've already learned.

Not to mention the software.

And you can finish on one IBM Personal Computer what you've started on another. At the office. Or at home.

The last word: compare.

Buying a personal computer is a personal decision.

So the best advice is simply to compare the things that are most important to you. And to ask questions.

Compare PCjr's price/performance with that of other computers under \$1000. How much user memory do you get for your dollar?

Compare PCjr's 16-bit processor with other computers' processors. Ask which gives you better performance.

Compare PCjr's warranty. If another computer can't match it, or costs extra money to match it, ask why.

Compare the IBM family of personal computers with other "families." Ask about software compatibility not just between a couple of models, but up and down the entire product line.

Compare the programs that run on IBM Personal Computers with the programs that run on others. Ask which group is most current, and which group is growing fastest.

Compare PCjr's expandability with that of others. Can you increase user memory? And if a computer's case is sealed shut, ask why.

You may find that once you make the comparison, there's really no comparison at all.

How to get started.

Getting started with PCjr is as easy as visiting your authorized IBM PCjr dealer or IBM Product Center and saying, "One of these, please."



PCjr ENTRY MODEL.
Equipped with cartridge slots and new typewriter-style keyboard. Easily expanded into a 128KB (or more) diskette model with all the trimmings. And its price makes serious computing more affordable than ever: \$599.*



PCjr ENHANCED MODEL.
Equipped with diskette drive, cartridge slots and new typewriter-style keyboard. Its 128KB user memory gives you enough power to run over a thousand up-to-date programs that run on the IBM PC. (Optional memory expansion to 512KB.) \$999.*

And where.

It takes only one finger to locate the IBM PCjr dealer or IBM Product Center nearest you. Simply dial 1-800-IBM-PCJR. (If you live in Alaska or Hawaii, you'll have to dial a less catchy but equally effective number: 1-800-447-0890.)

*Prices apply at IBM Product Centers, monitor not included.